



TOY MANUFACTURERS OF AMERICA, INC.

NATIONAL STATISTICS PROGRAM

SHIPMENTS - 1980

(First Billing Value: The first price paid for an item in the U. S.)

Estimated Shipments in Millions of Dollars

<u>SIC NUMBERS</u>		<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>
3942001	Dolls over 13 inches, Mech./Elec.	119	92	64	44	41
3942002	Dolls over 13 inches, Other (Excludes soft bodies)	11	11	12	11	25
3942003	Dolls 13 inches and under, Fashion	23	59	40	52	58
3942004	Dolls 13 inches and under, Action Figure	39	50	32	35	14
3942005	Dolls 13 inches and under, Other (Excludes soft bodies)	12	14	19	26	40
3942008	Stuffed dolls (Includes soft bodies with hard extremities)	24	51	55	37	35
3942017, 3942019)	Fashion doll and action figure clothes, accessories and playsets	91	97	78	76	85
3942020	Other doll clothes and accessories	16	11	8	7	10
3942053, 3942054)	Stuffed toy animals and other stuffed toys	188*	228*	234*	231	245
3942055	Other animals and figures not stuffed (includes puppets)	8*	8	9	13	23
3944181	Board games, children under 12 years of age	50	46	43	41	44
3944183	Other board games	136	152	176	192	213
3944185	Sport oriented action and skill games	69	71	84	95	89
3944187	Non-sports oriented action and skill games	98	125	139	111	112
3944189	Puzzles ***	13	40	42	48	67
3944193	Other games	39	44	50	52	76

<u>SIC Numbers</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>
3944333 Pedal driven four wheel vehicles	18	17	16	15	16
3944344, 3944345) Tricycles (plastic and metal)	63	67	57	66	72
3944346 Children's riding vehicles not pedal driven	22	22	23	33	34
3944398 Other children's riding vehicles including scooters, wagons, sleds, cycles, etc.	48	53	58	64	54
3944411 Doll carriages, strollers and carts	10	10	12	12	15
3944413 Doll houses and furniture	33*	15*	21*	32	43
3944415, 3944417) Mechanical or battery-operated toys (including toy trains and equip., elect. and mech., exc. Ho, O, N, etc.)	97	116	129	109	93
3944419 Road racing sets, accessories and parts	84	103	140	164	164
3944421 No ride, no power transportation, plastic over 6 inches	19	17	21	23	33
3944423 No ride, no power transportation, other over 6 inches	66	54	63	80	99
3944425 No ride, no power transportation, plastic 6 inches and under	1	1	1	3	6
3944427 No ride, no power transportation, other 6 inches and under	50	54	52	67	104
3944428 No ride, no power transportation, in sets	22	22	18	17	14
3944429 Musical toys and toy musical instruments	25	31	34	70	65
3944431 Infant toys not elsewhere classified (children to 18 months)	63	70	83	86	106
3944433 Preschool toys not elsewhere classified (excludes infants)	259	261	305	304	303
3944435 Preschool playsets	71	63	60	84	83
3944437 Toy guns, sets and rifles ***	32	39	27	36	48
3944439 Coloring and picture word books	35*	29*	32*	33*	36*
3944441 Juvenile scale sporting goods, inflatables, beach toys, gardening sets, water toys, rubber balls, etc.	56	67	73	80	85

<u>SIC NUMBERS</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>
3944443 Housekeeping and cooking toys including tea sets and play tools	35	51	53	61	70
3944445 Construction sets and building toys	41	60	74	77	82
3944511 Electrically operated scale railroads and accessories (HO, N, etc.)	45	50	47*	42	48
3944519 Plastic model kits ***	56	78	89	98	107
3944523 Crafts	64	68	89	82	85
3944525 Science sets, microscopes, telescopes, etc.	5	7	9	12	11
3949262 Home playground equipment	42	50	51	61	67
3949551 Sidewalk roller skates	6	6*	7**	15**	33
3949595 Wading pools under 15 feet in diameter	9	6*	7**	6**	7**
Electronic games (not video)	--	21	112	375	476
ADDITIONAL CATEGORIES REPORTED BY THE INDUSTRY					
Other electronic toys (not radio control)	--	--	22	41	41
Radio controlled transportation	--	--	14	21	19
Space figures, accessories and playsets	--	--	88	99	81
Space model kits and no power, no ride transportation	--	--	26	29	21
Space battery and mechanical powered toys	--	--	53	54	60
Space other (including mostly weapons, games, and puzzles)	--	--	20	10	5
Other toys	<u>144</u>	<u>113</u>	<u>119</u>	<u>130</u>	<u>101</u>
TOTAL	2,457	2,720	3,190	3,662	3,964
3069867 Balloons	24*	26*	29*	30	36
3069881 Rubber toys listed elsewhere	7	7	8	9	8
TOTAL (excluding undistributed imports and Christmas ornaments)	<u>2,488</u>	<u>2,753</u>	<u>3,227</u>	<u>3,701</u>	<u>4,008</u>
Christmas ornaments and trees	270*	318*	337*	377*	449*
Imports not included in the above shipments (at U.S. first billing value)	<u>347</u>	<u>321</u>	<u>240</u>	<u>210</u>	<u>128</u>
<u>TOTAL ALL SHIPMENTS</u>	3,105	3,392	3,804	4,288	4,585

NOTES

The total of all reported products in 1979 represented 64% of industry sales volume. For 1980 the figure is 66%.

Size of sample \$3,044,000,000
Number of companies 84

Figures include imports

* Based on insufficient data

** Shows trend only. Figure is shifted to protect confidential information

*** There are discrepancies between 1977 Census figures and statistics developed in this program in three categories. As noted in last year's report the adjustments have been made above. The categories are Puzzles, Toy Guns, and Plastic Model Kits. No other categories are affected. Totals have been changed to reflect the adjustments.

The corrections noted below extend Census figures for 1978 and 1979 in the same ratio as in the program.

	<u>SIC Numbers</u>		<u>1977</u>	<u>1978</u>	<u>1979</u>
Census	3944189	Puzzles	40	42	48
This program			26	27	31
Census	3944437	Toy guns	39	27	36
This program			27	19	25
Census	3944519	Plastic model kits	78	89	98
This program			62	71	78

Source: A. William Adler,
Confidential Data Control

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